



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	0.6	0.6	0.0	19	0.6	1.0	-0.4	1.1	1.4	-0.3	1.4	1.6	-0.2	1.1	1.0	0.1	0.3	0.1	0.2	0.2	0.1	0.1	0.8	0.2	0.6
Breeze	12.4	8.1	4.3	2	8.2	6.1	2.1	6.5	6.5	0.0	7.8	7.8	0.0	8.0	7.7	0.3	11.8	7.9	3.9	17.1	9.9	7.2	6.9	11.4	-4.5
Breeze Classic	4.8	3.8	1.0	11	1.0	0.5	0.5	0.5	0.3	0.2	0.2	0.3	-0.1	1.3	0.8	0.5	6.7	2.6	4.1	12.1	8.9	3.2	1.9	3.5	-1.6
Channel X	6.1	4.6	1.5	3	6.2	6.9	-0.7	9.4	7.5	1.9	8.8	6.5	2.3	8.9	7.5	1.4	6.7	4.8	1.9	3.7	0.4	3.3	4.3	4.0	0.3
Coast	3.7	3.8	-0.1	13	1.1	0.8	0.3	3.2	3.2	0.0	3.3	3.1	0.2	3.5	2.7	0.8	4.2	3.1	1.1	4.4	6.4	-2.0	2.4	2.8	-0.4
Edge	5.6	5.4	0.2	6	10.1	11.2	-1.1	10.3	9.5	0.8	10.3	8.9	1.4	8.2	7.5	0.7	3.3	3.1	0.2	0.8	0.5	0.3	6.8	8.1	-1.3
Flava	0.5	1.0	-0.5	21	0.9	1.0	-0.1	1.2	1.8	-0.6	1.1	1.4	-0.3	0.7	1.0	-0.3	0.1	1.2	-1.1	*	1.3	*	0.5	1.4	-0.9
George FM	0.7	0.8	-0.1	18	2.2	1.4	0.8	1.5	1.4	0.1	1.0	1.5	-0.5	0.6	1.3	-0.7	0.2	0.5	-0.3	0.1	*	*	0.4	0.3	0.1
iHeartCountry*	0.6	0.5	0.1	19	3.0	2.5	0.5	1.6	1.6	0.0	0.1	0.1	0.0	0.1	0.1	0.0	*	*	*	*	*	*	0.1	0.2	-0.1
Life FM	1.6	1.9	-0.3	17	1.9	2.4	-0.5	2.0	1.5	0.5	1.9	1.5	0.4	2.5	2.6	-0.1	2.1	2.3	-0.2	0.6	0.5	0.1	1.4	0.7	0.7
Mai FM	4.9	7.2	-2.3	10	11.7	16.4	-4.7	8.0	7.8	0.2	8.9	7.9	1.0	6.0	5.1	0.9	1.5	6.5	-5.0	0.5	7.2	-6.7	4.6	3.1	1.5
More FM	5.3	3.8	1.5	9	3.6	2.5	1.1	3.0	2.5	0.5	5.3	3.2	2.1	5.1	4.4	0.7	7.7	6.1	1.6	7.8	4.6	3.2	6.7	4.0	2.7
Newstalk ZB	16.9	18.2	-1.3	1	7.0	6.1	0.9	2.7	1.9	0.8	4.7	6.4	-1.7	9.0	8.2	0.8	14.6	16.5	-1.9	24.5	27.6	-3.1	15.3	12.3	3.0
Radio Active	2.9	2.4	0.5	14	2.0	1.6	0.4	3.8	2.2	1.6	3.3	4.1	-0.8	3.6	4.3	-0.7	4.5	2.8	1.7	2.9	0.7	2.2	5.7	2.1	3.6
Radio Hauraki	5.9	5.3	0.6	5	5.5	5.9	-0.4	4.8	6.6	-1.8	5.5	6.4	-0.9	10.2	7.8	2.4	9.6	6.5	3.1	1.6	2.4	-0.8	12.9	7.6	5.3
Rhema	0.4	1.4	-1.0	23	*	*	*	0.5	0.6	-0.1	0.5	0.6	-0.1	0.4	0.4	0.0	0.3	2.3	-2.0	0.3	3.4	-3.1	0.3	0.1	0.2
Rock	5.6	6.6	-1.0	6	9.6	14.6	-5.0	12.0	13.0	-1.0	7.9	8.9	-1.0	7.7	8.0	-0.3	5.3	5.0	0.3	1.9	2.1	-0.2	3.4	5.1	-1.7
Sanctuary	0.5	0.8	-0.3	21	*	0.3	*	*	0.2	*	*	*	*	0.7	*	*	*	1.0	*	1.1	0.4	0.7	1.7	0.2	1.5
Sport Nation	0.2	0.2	0.0	24	0.3	0.1	0.2	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	-0.1	0.3	0.3	0.0	0.5	0.2	0.3	0.5	0.2	0.3
Tarana	2.3	4.0	-1.7	15	5.0	0.5	4.5	4.6	6.0	-1.4	3.4	5.8	-2.4	2.7	5.2	-2.5	1.4	6.6	-5.2	0.6	5.3	-4.7	3.6	5.3	-1.7
Te Upoko o Te Ika	1.8	1.2	0.6	16	0.1	*	*	0.1	0.1	0.0	0.1	0.1	0.0	0.2	0.1	0.1	5.0	3.3	1.7	5.7	3.9	1.8	0.6	0.5	0.1
The Hits	5.6	5.0	0.6	6	9.1	7.1	2.0	9.7	9.6	0.1	10.5	9.7	0.8	7.6	7.3	0.3	3.3	2.9	0.4	2.3	1.8	0.5	6.9	7.4	-0.5
The Sound	4.2	4.9	-0.7	12	1.3	1.3	0.0	1.6	1.2	0.4	1.8	1.5	0.3	3.6	4.6	-1.0	7.4	7.8	-0.4	8.0	7.9	0.1	2.5	7.5	-5.0
ZM	6.0	7.1	-1.1	4	9.0	9.2	-0.2	10.2	10.8	-0.6	10.9	10.4	0.5	7.9	9.9	-2.0	3.7	5.8	-2.1	2.9	3.6	-0.7	9.7	12.1	-2.4
MediaWorks Combo	49.7	45.3	4.4		54.0	60.8	-6.8	53.0	49.8	3.2	51.9	46.4	5.5	49.4	46.8	2.6	50.5	44.2	6.3	52.0	41.4	10.6	37.4	47.0	-9.6
NZME Combo	39.2	40.9	-1.7		35.6	32.7	2.9	33.4	35.5	-2.1	36.1	37.5	-1.4	39.1	37.0	2.1	35.6	36.3	-0.7	35.8	43.2	-7.4	47.9	43.7	4.2
Potential (000)	390.5	390.5	0.0		89.7	89.7	0.0	147.9	148.5	-0.6	136.2	136.2	0.0	192.4	192.4	0.0	105.3	105.3	0.0	82.7	82.7	0.0	67.0	68.4	-1.4
Sample	1,545	1,532	13		288	270	18	552	490	62	563	526	37	793	773	20	435	434	1	361	365	-4	298	295	3

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

NZME Combo: Coast, Flava, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (until S1 26)

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 2 2026

Station Share (%) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

	This	Last	+/-
Potential (000)	390.5	390.5	0.0
Sample Size	1,545	1,532	13

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	0.6	0.1	0.5	17	1.0	1.1	-0.1	0.7	0.9	-0.2	0.6	0.4	0.2	0.2	0.2	0.0	*	*	*	0.6	0.9	-0.3
Breeze	10.2	7.5	2.7	2	14.1	9.2	4.9	13.5	8.9	4.6	10.3	7.4	2.9	8.6	6.9	1.7	7.5	5.2	2.3	14.6	8.5	6.1
Breeze Classic	3.2	1.8	1.4	11	8.6	5.4	3.2	5.6	5.7	-0.1	3.7	2.9	0.8	1.4	1.6	-0.2	2.1	0.4	1.7	4.2	4.3	-0.1
Channel X	5.9	5.1	0.8	6	5.9	4.7	1.2	7.4	5.9	1.5	7.4	4.5	2.9	3.8	2.0	1.8	2.5	0.7	1.8	5.7	4.4	1.3
Coast	2.7	3.8	-1.1	13	3.7	3.4	0.3	3.3	3.5	-0.2	4.3	4.0	0.3	3.6	1.9	1.7	0.6	4.2	-3.6	5.1	4.6	0.5
Edge	7.3	6.6	0.7	3	5.6	6.8	-1.2	4.1	4.4	-0.3	7.0	6.4	0.6	6.5	5.0	1.5	3.3	1.0	2.3	5.0	4.2	0.8
Flava	0.4	0.4	0.0	18	0.4	0.5	-0.1	0.3	0.7	-0.4	0.5	1.8	-1.3	0.4	2.7	-2.3	0.2	2.1	-1.9	0.8	0.9	-0.1
George FM	0.4	0.6	-0.2	18	0.8	1.8	-1.0	0.8	0.5	0.3	0.8	0.4	0.4	1.9	2.2	-0.3	1.5	0.5	1.0	0.4	0.3	0.1
iHeartCountry*	0.3	0.1	0.2	21	0.8	0.6	0.2	0.8	0.6	0.2	0.3	0.3	0.0	0.2	0.1	0.1	*	*	*	0.8	0.7	0.1
Life FM	1.8	2.0	-0.2	15	1.0	1.8	-0.8	2.0	2.7	-0.7	1.2	1.5	-0.3	1.2	0.6	0.6	0.7	0.1	0.6	2.2	2.1	0.1
Mai FM	6.0	7.2	-1.2	5	4.2	6.2	-2.0	4.3	6.0	-1.7	5.0	8.7	-3.7	4.5	10.2	-5.7	7.0	9.0	-2.0	4.8	6.9	-2.1
More FM	5.4	4.5	0.9	9	4.1	2.8	1.3	5.8	3.9	1.9	5.9	4.7	1.2	6.7	2.6	4.1	1.2	1.0	0.2	5.7	4.2	1.5
Newstalk ZB	25.3	26.0	-0.7	1	11.4	13.0	-1.6	10.8	11.7	-0.9	17.4	16.1	1.3	25.7	22.0	3.7	36.0	39.7	-3.7	14.2	17.6	-3.4
Radio Active	2.0	1.3	0.7	14	2.2	2.1	0.1	2.7	2.3	0.4	3.9	3.1	0.8	3.1	2.0	1.1	0.2	0.4	-0.2	4.3	3.6	0.7
Radio Hauraki	4.9	4.0	0.9	10	7.4	7.1	0.3	7.5	7.0	0.5	5.9	6.2	-0.3	2.9	3.2	-0.3	4.4	2.8	1.6	5.2	4.2	1.0
Rhema	0.2	1.3	-1.1	22	0.6	1.5	-0.9	0.3	1.5	-1.2	0.5	2.0	-1.5	*	1.8	*	0.3	0.1	0.2	0.4	1.1	-0.7
Rock	5.5	6.3	-0.8	8	6.5	6.4	0.1	7.8	7.5	0.3	5.4	7.3	-1.9	4.8	7.3	-2.5	0.8	1.5	-0.7	4.2	6.5	-2.3
Sanctuary	0.4	0.4	0.0	18	1.0	0.6	0.4	0.1	0.3	-0.2	0.1	0.2	-0.1	0.4	2.2	-1.8	0.9	1.1	-0.2	0.5	1.6	-1.1
Sport Nation	0.2	0.3	-0.1	22	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	0.9	0.1	0.8	0.8	0.5	0.3	0.3	0.2	0.1
Tarana	1.0	2.6	-1.6	16	3.1	4.0	-0.9	3.0	3.8	-0.8	2.0	2.2	-0.2	1.6	10.6	-9.0	*	0.6	*	2.7	5.3	-2.6
Te Upoko o Te Ika	0.2	0.1	0.1	22	1.8	1.3	0.5	1.6	1.1	0.5	0.1	0.1	0.0	6.6	3.5	3.1	9.1	7.0	2.1	2.3	1.5	0.8
The Hits	5.7	5.4	0.3	7	5.9	4.8	1.1	6.4	6.2	0.2	5.8	6.3	-0.5	2.9	2.8	0.1	7.3	5.2	2.1	4.9	3.7	1.2
The Sound	3.2	3.3	-0.1	11	4.6	5.9	-1.3	5.8	7.3	-1.5	4.2	4.1	0.1	2.9	2.1	0.8	0.6	1.4	-0.8	4.3	5.5	-1.2
ZM	7.0	7.8	-0.8	4	4.9	7.2	-2.3	5.0	6.3	-1.3	6.2	8.0	-1.8	7.0	4.9	2.1	10.8	13.0	-2.2	5.7	6.1	-0.4
MediaWorks Combo	47.0	43.0	4.0		54.2	49.2	5.0	55.2	50.2	5.0	49.7	46.4	3.3	41.7	40.0	1.7	26.4	20.7	5.7	48.8	44.7	4.1
NZME Combo	46.2	47.6	-1.4		34.4	36.6	-2.2	34.1	36.3	-2.2	40.5	42.7	-2.2	42.7	38.0	4.7	59.4	67.1	-7.7	36.8	37.9	-1.1

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NZME Combo: Coast, Flava, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (until S1 26)

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	7.6	8.8	-1.2	15	0.8	1.5	-0.7	4.3	4.5	-0.2	4.8	6.0	-1.2	5.9	6.6	-0.7	1.3	1.1	0.2	0.8	0.7	0.1	1.4	1.3	0.1
Breeze	49.4	45.9	3.5	2	8.7	7.2	1.5	11.7	12.7	-1.0	11.7	15.2	-3.5	20.4	23.2	-2.8	17.8	15.7	2.1	17.8	14.1	3.7	7.9	10.1	-2.2
Breeze Classic	16.2	16.9	-0.7	13	1.2	1.5	-0.3	0.8	1.5	-0.7	0.9	1.6	-0.7	4.4	5.3	-0.9	6.9	5.9	1.0	8.1	8.1	0.0	1.8	3.4	-1.6
Channel X	23.6	23.1	0.5	9	3.9	4.1	-0.2	10.4	9.5	0.9	11.9	11.5	0.4	17.8	17.3	0.5	7.3	7.1	0.2	2.0	1.7	0.3	5.2	4.6	0.6
Coast	17.6	23.3	-5.7	12	1.7	2.6	-0.9	3.3	4.3	-1.0	3.6	4.8	-1.2	7.7	8.3	-0.6	8.2	9.3	-1.1	7.1	10.0	-2.9	3.6	2.8	0.8
Edge	42.9	38.3	4.6	5	17.3	15.5	1.8	23.6	18.9	4.7	19.3	16.3	3.0	24.1	21.0	3.1	6.3	6.2	0.1	1.6	1.5	0.1	7.5	7.6	-0.1
Flava	6.9	6.8	0.1	16	3.2	1.7	1.5	3.4	3.1	0.3	2.6	3.1	-0.5	3.2	4.2	-1.0	1.0	2.1	-1.1	0.5	0.9	-0.4	1.3	1.4	-0.1
George FM	4.4	5.9	-1.5	19	2.1	2.1	0.0	1.6	2.2	-0.6	1.5	2.4	-0.9	1.9	3.7	-1.8	0.8	1.3	-0.5	0.4	*	*	0.4	0.4	0.0
iHeartCountry*	1.7	1.4	0.3	24	1.2	0.4	0.8	0.3	0.3	0.0	0.4	0.6	-0.2	0.5	0.9	-0.4	0.2	0.4	-0.2	*	*	*	0.5	0.9	-0.4
Life FM	6.9	7.5	-0.6	16	2.0	2.2	-0.2	4.0	2.7	1.3	2.9	2.6	0.3	3.7	4.4	-0.7	1.8	2.4	-0.6	1.2	0.7	0.5	2.5	2.2	0.3
Mai FM	24.0	29.8	-5.8	7	8.8	11.7	-2.9	13.5	16.5	-3.0	11.8	13.8	-2.0	13.7	15.0	-1.3	3.1	4.0	-0.9	1.3	3.2	-1.9	3.9	5.0	-1.1
More FM	23.6	23.6	0.0	9	5.2	5.8	-0.6	6.9	5.5	1.4	8.4	6.4	2.0	12.0	11.5	0.5	7.8	9.1	-1.3	5.8	5.8	0.0	5.1	5.1	0.0
Newstalk ZB	52.0	49.6	2.4	1	7.9	3.7	4.2	7.5	6.2	1.3	11.0	12.0	-1.0	18.6	19.4	-0.8	17.1	17.6	-0.5	19.6	19.0	0.6	9.2	9.0	0.2
Radio Active	19.4	20.3	-0.9	11	4.3	3.7	0.6	9.1	7.4	1.7	7.8	8.1	-0.3	12.0	14.0	-2.0	6.9	8.1	-1.2	2.8	2.6	0.2	5.0	4.7	0.3
Radio Hauraki	28.9	29.5	-0.6	6	7.0	6.2	0.8	8.6	9.4	-0.8	9.8	10.7	-0.9	19.0	18.2	0.8	11.4	9.8	1.6	2.9	4.5	-1.6	8.0	9.3	-1.3
Rhema	2.6	3.1	-0.5	22	*	*	*	0.2	0.4	-0.2	0.2	0.4	-0.2	1.0	0.6	0.4	1.6	1.2	0.4	1.3	1.9	-0.6	0.6	0.2	0.4
Rock	24.0	27.7	-3.7	7	6.9	6.1	0.8	11.1	11.4	-0.3	8.6	11.5	-2.9	15.4	17.6	-2.2	8.5	10.1	-1.6	1.8	4.0	-2.2	4.5	5.3	-0.8
Sanctuary	2.0	2.8	-0.8	23	*	0.4	*	*	0.4	*	*	*	*	0.6	*	*	*	0.8	*	1.0	0.8	0.2	0.6	0.2	0.4
Sport Nation	3.3	2.3	1.0	21	1.1	0.7	0.4	0.9	0.7	0.2	0.4	0.4	0.0	1.0	0.9	0.1	1.3	1.0	0.3	1.3	0.5	0.8	2.3	1.4	0.9
Tarana	5.0	7.4	-2.4	18	1.7	0.7	1.0	3.5	4.2	-0.7	2.0	3.8	-1.8	2.7	5.0	-2.3	1.1	2.5	-1.4	0.4	1.6	-1.2	0.9	1.5	-0.6
Te Upoko o Te Ika	3.5	3.2	0.3	20	0.8	0.9	-0.1	0.2	0.5	-0.3	0.8	0.8	0.0	1.1	0.8	0.3	1.6	0.9	0.7	1.5	1.4	0.1	1.0	1.1	-0.1
The Hits	44.5	48.1	-3.6	4	17.4	17.2	0.2	22.5	24.3	-1.8	17.1	20.5	-3.4	23.1	27.6	-4.5	8.9	9.2	-0.3	4.0	3.3	0.7	10.0	14.5	-4.5
The Sound	15.5	19.1	-3.6	14	1.1	1.3	-0.2	3.0	2.4	0.6	3.6	3.0	0.6	6.5	8.4	-1.9	7.7	10.2	-2.5	7.7	8.4	-0.7	1.7	3.4	-1.7
ZM	47.1	50.2	-3.1	3	16.4	15.5	0.9	22.5	22.2	0.3	20.0	22.5	-2.5	26.3	30.1	-3.8	9.4	10.5	-1.1	4.4	4.6	-0.2	12.2	12.1	0.1
MediaWorks Combo	171.7	171.0	0.7		39.6	40.1	-0.5	63.4	61.0	2.4	59.4	60.2	-0.8	87.2	90.5	-3.3	50.5	50.9	-0.4	39.2	35.8	3.4	30.2	34.4	-4.2
NZME Combo	154.9	161.4	-6.5		40.0	36.5	3.5	53.7	55.9	-2.2	50.9	55.7	-4.8	77.6	81.5	-3.9	43.8	44.0	-0.2	30.9	33.7	-2.8	33.3	37.6	-4.3
All Commercial Radio	264.9	272.9	-8.0		58.6	59.5	-0.9	97.8	97.5	0.3	93.7	97.4	-3.7	136.1	141.7	-5.6	76.0	79.1	-3.1	58.5	59.2	-0.7	52.1	57.1	-5.0
Potential (000)	390.5	390.5	0.0		89.7	89.7	0.0	147.9	148.5	-0.6	136.2	136.2	0.0	192.4	192.4	0.0	105.3	105.3	0.0	82.7	82.7	0.0	67.0	68.4	-1.4
Sample	1,545	1,532	13		288	270	18	552	490	62	563	526	37	793	773	20	435	434	1	361	365	-4	298	295	3

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

NZME Combo: Coast, Flava, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (until S1 26)

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 2 2026

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 1/2026 - 2/2026

This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

	This	Last	+/-
Potential (000)	390.5	390.5	0.0
Sample Size	1,545	1,532	13

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	2.9	0.7	2.2	16	4.4	4.1	0.3	3.4	5.8	-2.4	1.8	2.0	-0.2	0.7	1.3	-0.6	*	*	*	3.7	6.9	-3.2
Breeze	19.2	21.4	-2.2	4	25.4	19.6	5.8	23.4	20.0	3.4	22.3	18.8	3.5	9.6	11.7	-2.1	5.0	3.5	1.5	31.8	29.8	2.0
Breeze Classic	5.0	6.0	-1.0	14	9.2	8.2	1.0	10.9	10.5	0.4	8.3	6.6	1.7	2.3	2.8	-0.5	1.2	1.1	0.1	10.6	10.6	0.0
Channel X	13.6	14.1	-0.5	9	9.6	8.0	1.6	13.1	11.9	1.2	13.5	11.9	1.6	5.0	4.8	0.2	2.4	1.0	1.4	16.3	15.6	0.7
Coast	6.9	11.4	-4.5	13	7.4	8.8	-1.4	7.3	9.6	-2.3	7.7	10.6	-2.9	4.3	3.7	0.6	0.5	2.0	-1.5	9.3	13.1	-3.8
Edge	23.1	21.6	1.5	3	16.1	16.9	-0.8	15.0	17.6	-2.6	17.2	16.0	1.2	6.5	8.1	-1.6	2.8	0.8	2.0	22.4	19.5	2.9
Flava	1.7	2.2	-0.5	18	1.8	2.4	-0.6	1.6	3.1	-1.5	1.2	3.0	-1.8	0.8	2.6	-1.8	0.3	1.4	-1.1	3.5	3.8	-0.3
George FM	1.5	2.9	-1.4	19	1.8	3.0	-1.2	1.9	2.6	-0.7	1.5	1.3	0.2	1.3	1.7	-0.4	1.2	0.4	0.8	1.1	1.4	-0.3
iHeartCountry*	0.9	0.3	0.6	22	1.3	0.8	0.5	1.5	0.7	0.8	0.3	0.5	-0.2	0.3	0.3	0.0	*	*	*	1.1	0.8	0.3
Life FM	3.7	3.7	0.0	15	2.0	3.5	-1.5	3.6	4.6	-1.0	2.3	2.9	-0.6	1.7	1.8	-0.1	0.9	0.3	0.6	4.9	5.0	-0.1
Mai FM	14.3	20.3	-6.0	8	10.4	12.0	-1.6	11.9	15.3	-3.4	11.5	15.8	-4.3	5.3	7.7	-2.4	2.5	2.8	-0.3	11.1	14.4	-3.3
More FM	11.6	10.7	0.9	10	9.3	6.4	2.9	11.4	9.1	2.3	10.7	9.4	1.3	5.3	5.0	0.3	1.8	1.2	0.6	14.4	12.6	1.8
Newstalk ZB	37.4	35.0	2.4	1	21.1	21.5	-0.4	20.9	20.8	0.1	25.7	24.6	1.1	12.5	13.6	-1.1	13.5	11.6	1.9	34.0	31.6	2.4
Radio Active	7.4	7.0	0.4	11	5.8	7.2	-1.4	6.3	7.1	-0.8	7.8	9.1	-1.3	3.1	3.9	-0.8	0.7	0.6	0.1	11.5	11.8	-0.3
Radio Hauraki	15.1	14.2	0.9	6	11.6	10.2	1.4	12.3	11.0	1.3	12.0	11.0	1.0	5.0	5.0	0.0	2.1	1.1	1.0	16.6	14.7	1.9
Rhema	0.6	2.2	-1.6	24	0.9	1.7	-0.8	0.5	1.4	-0.9	1.2	1.3	-0.1	*	0.9	*	0.7	0.3	0.4	1.1	2.0	-0.9
Rock	14.5	16.9	-2.4	7	8.3	9.8	-1.5	12.9	12.2	0.7	12.2	16.1	-3.9	4.1	6.8	-2.7	0.5	1.7	-1.2	11.9	14.8	-2.9
Sanctuary	0.8	1.0	-0.2	23	1.8	2.0	-0.2	0.6	1.1	-0.5	0.3	0.8	-0.5	0.8	1.3	-0.5	0.2	0.5	-0.3	1.5	2.5	-1.0
Sport Nation	1.2	0.8	0.4	20	0.3	0.5	-0.2	0.7	0.5	0.2	0.8	0.7	0.1	0.6	0.3	0.3	1.1	0.7	0.4	1.5	1.1	0.4
Tarana	2.6	4.9	-2.3	17	3.6	3.4	0.2	3.3	3.2	0.1	3.1	3.6	-0.5	1.8	4.7	-2.9	*	0.1	*	4.3	7.2	-2.9
Te Upoko o Te Ika	1.1	0.8	0.3	21	1.1	0.8	0.3	1.1	0.9	0.2	0.3	0.3	0.0	0.9	0.7	0.2	0.8	1.0	-0.2	2.2	1.6	0.6
The Hits	16.3	18.6	-2.3	5	11.2	14.9	-3.7	15.3	16.5	-1.2	17.7	19.3	-1.6	4.9	6.8	-1.9	6.3	6.6	-0.3	24.8	20.0	4.8
The Sound	7.3	9.5	-2.2	12	5.9	7.1	-1.2	8.0	11.5	-3.5	6.5	8.5	-2.0	2.9	3.9	-1.0	0.4	1.6	-1.2	10.9	11.9	-1.0
ZM	24.1	25.9	-1.8	2	16.3	19.9	-3.6	18.0	19.9	-1.9	16.1	21.7	-5.6	9.1	8.4	0.7	5.4	5.9	-0.5	25.0	28.3	-3.3
MediaWorks Combo	96.2	102.5	-6.3		81.8	77.8	4.0	93.2	93.1	0.1	90.3	92.3	-2.0	37.7	42.6	-4.9	17.2	13.1	4.1	112.8	114.0	-1.2
NZME Combo	91.2	94.1	-2.9		64.2	71.9	-7.7	68.4	73.8	-5.4	71.2	81.1	-9.9	34.1	37.1	-3.0	27.7	27.7	0.0	102.3	97.9	4.4
All Commercial Radio	176.6	186.7	-10.1		143.5	143.7	-0.2	152.6	158.9	-6.3	155.5	168.0	-12.5	75.6	85.6	-10.0	42.4	40.1	2.3	202.6	207.0	-4.4

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM
NZME Combo: Coast, Flava, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (until S1 26)

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening



WELLINGTON COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn
Survey Comparisons: 1/2026 - 2/2026

This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	2:28	2:24	0:04	3:46	3:46	0:00	2:05	2:41	-0:36	2:16	2:25	-0:08	2:23	2:14	0:08	2:30	0:35	1:54	1:52	1:04	0:48	2:49	0:50	1:58
Breeze	7:34	5:48	1:46	5:07	4:35	0:32	4:31	4:27	0:03	5:08	4:34	0:34	5:10	4:52	0:18	7:13	5:47	1:25	8:50	6:55	1:54	4:22	6:56	-2:33
Breeze Classic	8:57	7:17	1:40	4:28	1:58	2:30	5:16	1:50	3:25	1:33	1:49	-0:15	3:45	2:20	1:24	10:28	5:03	5:25	13:45	10:57	2:48	5:16	6:24	-1:08
Channel X	7:50	6:33	1:17	8:30	9:14	-0:43	7:18	6:57	0:20	5:44	5:00	0:44	6:39	6:20	0:18	9:59	7:43	2:15	17:12	2:13	14:58	4:06	5:16	-1:10
Coast	6:24	5:19	1:05	3:25	1:35	1:49	7:53	6:20	1:32	7:14	5:46	1:28	6:04	4:45	1:19	5:36	3:47	1:48	5:42	6:18	-0:36	3:25	6:07	-2:41
Edge	3:57	4:35	-0:37	3:08	3:55	-0:46	3:33	4:23	-0:50	4:08	4:52	-0:43	4:30	5:15	-0:45	5:39	5:42	-0:02	4:48	2:58	1:50	4:32	6:28	-1:56
Flava	2:05	4:44	-2:39	1:28	3:22	-1:54	2:44	5:07	-2:22	3:07	4:06	-0:59	2:56	3:22	-0:26	1:17	6:49	-5:32	0:30	13:15	-12:45	1:58	6:13	-4:14
George FM	4:45	4:25	0:19	5:38	3:28	2:10	8:02	5:30	2:31	4:54	5:28	-0:33	4:22	4:58	-0:36	2:09	4:03	-1:54	2:14	*	*	5:20	4:40	0:39
iHeartCountry*	10:01	10:52	-0:50	13:46	32:26	-18:39	48:15	48:15	0:00	1:30	1:17	0:12	1:25	1:06	0:19	1:15	0:50	0:24	*	*	*	1:25	1:06	0:19
Life FM	7:11	8:24	-1:13	5:03	6:05	-1:01	4:05	4:54	-0:49	5:01	5:08	-0:07	8:59	8:34	0:25	12:50	11:26	1:23	5:03	7:52	-2:48	2:57	1:54	1:02
Mai FM	6:10	7:53	-1:42	7:07	7:38	-0:31	4:50	4:05	0:44	5:49	5:05	0:43	5:51	4:58	0:52	5:10	18:38	-13:27	3:54	22:31	-18:37	6:01	3:49	2:11
More FM	6:46	5:18	1:27	3:42	2:20	1:21	3:34	3:59	-0:24	4:51	4:26	0:25	5:37	5:37	0:00	10:42	7:44	2:58	12:22	7:57	4:25	6:35	4:53	1:42
Newstalk ZB	9:50	12:01	-2:11	4:44	8:55	-4:10	2:55	2:38	0:16	3:17	4:42	-1:25	6:26	6:10	0:16	9:16	10:49	-1:33	11:31	14:27	-2:55	8:19	8:20	-0:00
Radio Active	4:33	3:50	0:42	2:33	2:21	0:11	3:23	2:32	0:50	3:14	4:28	-1:14	3:58	4:29	-0:30	7:07	3:57	3:09	9:38	2:31	7:06	5:42	2:42	3:00
Radio Hauraki	6:11	5:53	0:18	4:12	5:10	-0:57	4:34	6:07	-1:32	4:20	5:22	-1:02	7:08	6:20	0:47	9:09	7:40	1:29	4:55	5:19	-0:23	8:07	5:02	3:04
Rhema	4:06	15:05	-10:58	*	*	*	17:45	14:03	3:41	17:45	14:03	3:41	5:42	10:39	-4:56	1:43	22:12	-20:29	1:44	17:54	-16:09	2:17	3:00	-0:42
Rock	7:06	7:49	-0:43	7:29	12:59	-5:30	8:46	9:54	-1:07	7:07	6:54	0:13	6:35	6:37	-0:02	6:47	5:45	1:01	10:06	5:12	4:53	3:46	5:48	-2:01
Sanctuary	6:54	9:00	-2:06	*	4:30	*	*	4:30	*	*	*	*	*	18:10	*	*	14:36	*	10:19	4:54	5:25	15:23	6:00	9:23
Sport Nation	2:16	2:37	-0:20	1:16	0:45	0:31	0:45	0:45	0:00	1:48	1:47	0:01	1:19	2:28	-1:08	2:22	3:45	-1:22	3:49	4:35	-0:46	0:59	0:59	-0:00
Tarana	13:41	17:53	-4:12	15:32	3:37	11:55	10:47	12:35	-1:48	13:22	13:31	-0:09	13:30	15:23	-1:52	13:55	30:39	-16:44	14:00	33:51	-19:51	19:10	21:22	-2:11
Te Upoko o Te Ika	15:59	12:45	3:13	0:25	0:15	0:10	1:57	1:39	0:17	0:51	1:12	-0:21	2:45	1:12	1:32	33:48	43:18	-9:29	33:57	28:15	5:42	3:06	2:35	0:31
The Hits	3:50	3:24	0:25	2:48	2:15	0:33	3:29	3:27	0:01	4:47	4:14	0:32	4:19	3:53	0:26	4:06	3:41	0:25	5:26	5:16	0:09	3:25	3:06	0:18
The Sound	8:16	8:27	-0:11	6:24	5:38	0:45	4:17	4:26	-0:09	3:49	4:27	-0:37	7:17	8:06	-0:49	10:27	8:49	1:38	9:34	9:16	0:18	7:23	13:32	-6:08
ZM	3:49	4:36	-0:46	2:56	3:13	-0:16	3:41	4:15	-0:33	4:12	4:06	0:05	4:00	4:50	-0:50	4:14	6:23	-2:09	6:06	7:43	-1:37	3:58	6:07	-2:08
MediaWorks Combo	8:45	8:40	0:05	7:20	8:15	-0:54	6:46	7:06	-0:20	6:46	6:52	-0:06	7:29	7:35	-0:06	10:53	10:03	0:50	12:14	11:29	0:44	6:12	8:22	-2:10
NZME Combo	7:39	8:17	-0:38	4:47	4:52	-0:05	5:02	5:32	-0:29	5:29	6:00	-0:31	6:39	6:40	-0:00	8:51	9:31	-0:39	10:41	12:43	-2:02	7:12	7:07	0:05
All Commercial Radio	11:25	11:59	-0:34	9:11	9:08	0:03	8:17	8:55	-0:37	8:15	9:09	-0:54	9:43	10:21	-0:38	14:20	14:37	-0:16	15:46	16:44	-0:58	9:37	10:43	-1:06
Potential (000)	390.5	390.5	0.0	89.7	89.7	0.0	147.9	148.5	-0.6	136.2	136.2	0.0	192.4	192.4	0.0	105.3	105.3	0.0	82.7	82.7	0.0	67.0	68.4	-1.4
Sample	1,545	1,532	13	288	270	18	552	490	62	563	526	37	793	773	20	435	434	1	361	365	-4	298	295	3

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WELLINGTON COMMERCIAL RADIO - GfK SURVEY 2 2026

Average Time Spent Listening (hh:mm) by Daypart, People 10+
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This Survey Period: Sun Feb 8 to Sat May 2 & Sun May 10 to Sat Aug 1 2026
Last Survey Period: Sun Aug 10 to Sat Nov 1 2025 & Sun Feb 8 to Sat May 2 2026

	This	Last	+/-
Potential (000)	390.5	390.5	0.0
Sample Size	1,545	1,532	13

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	1:08	1:21	-0:13	1:10	1:27	-0:16	1:10	0:58	0:11	1:11	0:53	0:18	0:26	0:21	0:04	*	*	*	1:00	0:56	0:04
Breeze	3:07	2:19	0:48	3:00	2:31	0:28	3:29	2:44	0:45	1:42	1:35	0:06	1:18	1:11	0:06	1:33	1:33	-0:00	3:04	2:06	0:58
Breeze Classic	3:52	2:00	1:51	5:00	3:33	1:26	3:07	3:22	-0:14	1:39	1:46	-0:07	0:54	1:12	-0:18	1:51	0:26	1:24	2:38	2:58	-0:20
Channel X	2:35	2:23	0:11	3:18	3:08	0:10	3:24	3:03	0:21	2:01	1:33	0:28	1:06	0:51	0:14	1:05	0:46	0:18	2:20	2:05	0:15
Coast	2:17	2:13	0:04	2:41	2:03	0:38	2:46	2:16	0:29	2:05	1:31	0:34	1:13	1:04	0:09	1:02	2:12	-1:09	3:43	2:34	1:09
Edge	1:52	2:01	-0:09	1:51	2:10	-0:19	1:38	1:32	0:05	1:30	1:38	-0:07	1:27	1:15	0:11	1:13	1:11	0:01	1:29	1:34	-0:05
Flava	1:26	1:18	0:08	1:06	1:09	-0:02	1:03	1:28	-0:24	1:40	2:30	-0:49	0:45	2:04	-1:19	0:45	1:37	-0:52	1:32	1:49	-0:16
George FM	1:23	1:23	0:00	2:19	3:14	-0:54	2:38	1:11	1:27	1:49	1:24	0:25	2:08	2:43	-0:35	1:18	1:15	0:03	2:18	1:33	0:45
iHeartCountry*	1:35	3:00	-1:24	3:14	4:01	-0:47	3:00	5:44	-2:44	4:30	2:47	1:42	1:00	1:00	0:00	*	*	*	4:45	6:39	-1:54
Life FM	2:52	3:32	-0:39	2:39	2:43	-0:04	3:18	3:38	-0:19	1:54	2:13	-0:18	1:02	0:41	0:20	0:48	0:30	0:18	2:57	3:07	-0:09
Mai FM	2:27	2:21	0:06	2:09	2:45	-0:35	2:12	2:26	-0:14	1:36	2:14	-0:38	1:13	2:41	-1:27	2:53	3:18	-0:25	2:54	3:33	-0:39
More FM	2:45	2:49	-0:04	2:21	2:18	0:02	3:05	2:40	0:24	2:01	2:01	0:00	1:50	1:03	0:46	0:42	0:54	-0:11	2:40	2:28	0:12
Newstalk ZB	4:00	4:55	-0:54	2:54	3:14	-0:20	3:07	3:28	-0:20	2:30	2:40	-0:10	2:58	3:18	-0:20	2:46	3:34	-0:48	2:48	4:07	-1:18
Radio Active	1:35	1:16	0:18	2:02	1:36	0:26	2:39	1:59	0:39	1:50	1:22	0:28	1:28	1:04	0:24	0:21	0:45	-0:24	2:31	2:13	0:18
Radio Hauraki	1:53	1:51	0:02	3:27	3:43	-0:15	3:41	3:55	-0:14	1:49	2:18	-0:29	0:50	1:19	-0:28	2:13	2:39	-0:26	2:06	2:06	-0:00
Rhema	1:52	4:03	-2:11	3:27	4:37	-1:10	2:45	6:41	-3:55	1:28	6:11	-4:43	*	4:17	*	0:30	0:15	0:15	2:36	4:12	-1:35
Rock	2:14	2:27	-0:13	4:15	3:29	0:46	3:37	3:48	-0:10	1:38	1:51	-0:13	1:42	2:11	-0:29	1:30	0:55	0:34	2:22	3:14	-0:52
Sanctuary	3:15	2:29	0:46	3:05	1:42	1:23	0:33	1:33	-0:59	1:07	0:53	0:14	0:39	3:20	-2:41	4:00	2:26	1:33	2:19	4:42	-2:22
Sport Nation	0:56	2:10	-1:13	0:15	0:28	-0:13	0:45	1:10	-0:25	1:47	2:01	-0:14	1:59	0:30	1:29	0:47	0:45	0:02	1:29	1:18	0:10
Tarana	2:13	3:27	-1:14	4:40	6:17	-1:37	5:26	7:13	-1:47	2:23	2:29	-0:05	1:14	4:33	-3:18	*	4:30	*	4:19	5:26	-1:07
Te Upoko o Te Ika	1:11	0:42	0:29	9:03	8:43	0:20	8:46	7:21	1:25	1:17	1:00	0:17	11:18	9:58	1:20	11:10	7:38	3:31	7:06	7:11	-0:04
The Hits	2:04	1:56	0:08	2:49	1:43	1:05	2:31	2:18	0:12	1:13	1:19	-0:06	0:50	0:50	0:00	1:11	0:48	0:22	1:19	1:22	-0:02
The Sound	2:37	2:20	0:16	4:11	4:28	-0:17	4:22	3:54	0:27	2:23	1:58	0:25	1:26	1:06	0:19	1:17	0:56	0:21	2:39	3:23	-0:44
ZM	1:42	2:00	-0:17	1:37	1:56	-0:19	1:40	1:58	-0:17	1:25	1:30	-0:05	1:07	1:10	-0:03	2:03	2:19	-0:15	1:31	1:35	-0:04
MediaWorks Combo	2:53	2:46	0:06	3:34	3:23	0:10	3:34	3:19	0:15	2:02	2:03	-0:00	1:36	1:54	-0:18	1:35	1:39	-0:03	2:54	2:54	0:00
NZME Combo	2:59	3:21	-0:21	2:53	2:44	0:09	3:00	3:01	-0:01	2:06	2:09	-0:02	1:49	2:05	-0:16	2:13	2:31	-0:18	2:25	2:51	-0:26
All Commercial Radio	3:21	3:33	-0:11	3:45	3:44	0:00	3:57	3:52	0:04	2:23	2:25	-0:02	1:55	2:22	-0:27	2:26	2:36	-0:09	3:19	3:34	-0:15

MediaWorks Combo: Breeze, Breeze Classic, Channel X, Edge, George FM, Mai FM, More FM, Rock, The Sound, or internet only listening to Humm FM

NZME Combo: Coast, Flava, Gold Sport (until S1 26), iHeartCountry (from S2 26), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, iHeartCountry (until S1 26)

*iHeartCountry was rebranded from Gold Sport from May 4th 2026. S2 2026 includes combined iHeartCountry / Gold Sport listening